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M E D I A A L E R T

**DENVER'S ROBB HOLLAND TO PARTICIPATE IN
MASSIVE FIELD TRIP PROGRAM AT TOYOTA
GRAND PRIX OF LONG BEACH FOR 300
ELEMENTARY STUDENTS**



FOR IMMEDIATE RELEASE

WEST HOLLYWOOD, CA
SCBA # 168010-934 PI

WHO:

Denver's Robb Holland, who races for the KPAX Volvo Sports Car Club of America Touring Car Series Team, is set to participate in a massive Racers Who Care Quick Tips on Winning in Life Presentations and Paddock Tours for 300 Long Beach elementary school students throughout race weekend. Thursday April 14, 2011 through Sunday April 17, 2011, at the Toyota Grand Prix of Long Beach. **The presentations are free of charge, and open to the public.**

Holland will be in Long Beach to race in the Sunday, April 17, 2011, Pirelli World Challenge Championship event.

Initially, students from Long Beach's Burbank, Lafayette, Edison and Grand elementary schools will hear personalized Quick Tips on Winning in Life presentations made by the racers such as Pobst, then will take racer-guided paddock tours to see the Quick Tips taking place in real life!

The presentations will take place in a conference room, donated by the Grand Prix's Mike McElroy to RWC, located in the Long Beach Convention Center.

Joy Warren, Community Services Supervisor for the City of Long Beach Parks, Recreation and Marine Department, partnering with RWC on the field trip program, has scheduled the various student groups, and her colleagues, Andrew Gekas and Carla Houser, will be coordinating the students' transportation and on site arrival.

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THESCOPE



BE FLEXIBLE WITH DREAMS AND GOALS!

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Racers and volunteers from other areas of the country who are also participating are: Los Angeles: actor/racer Scott Elrod [*Men in Trees, The Switch*], SCORE Off Road racer Felix Giles, and volunteer Denise Poon, a Los Angeles County Social Worker; and Orange County, California: 2010 SCCA SPEEDWorld Series Champion Brandon Davis, 2007 IMSA GT3 Series Champion Nathan Swartzbaugh, and SCORE Off Road racer Julie Newell. Additionally, Covina volunteer Luis Hernandez, and Glendora's legendary (retired) AMA motorcycle racer, Dean Mizdal, Phoenix - Gail Truess [retired SCCA rally racer and IndyCar Pace Car Driver, now on motorsports emergency medical response team], San Diego - Off Road motorcycle racer Ken Kosiorek; and Fresno volunteers - Jim Davis, of JD Motorsports and Fresno County Sheriff Deputy Mike Mills.

Additional racers will be joining in the field trip program as they receive their teams' week race schedules.

WHEN [PRESENTATIONS ARE FREE OF CHARGE AND OPEN TO THE PUBLIC]:

9:00 a.m., 11:00 a.m., 1:00 p.m., 3:00 p.m., Thursday, April 14, 2011;

9:00 a.m., 11:00 a.m., 1:00 p.m., 3:00 p.m., Friday, April 15, 2011;

9:00 a.m., 11:00 a.m., 1:00 p.m., 3:00 p.m., Saturday April 16, 2011; and

9:00 a.m. and 11:00 a.m., Sunday April 17, 2011.

WHERE:

**PROMENADE [Room Number TBA]
LONG BEACH CONVENTION CENTER**

WHY:

THE QUICK TIPS ON WINNING IN LIFE RACER PRESENTATIONS TO CHILDREN'S GROUPS, SCHOOLS, HOSPITALS ARE AN AVENUE THROUGH WHICH PROFESSIONAL RACERS CAN GIVE BACK TO THE COMMUNITIES WHERE THEY LIVE AND RACE, BY INSPIRING, AFFIRMING, EMPOWERING, AND FUELING THE DREAMS OF CHILDREN AND TEENS.

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Racer Quick Tips presentations center on key universal truths RWC calls Quick Tips on Winning in Life, applicable to all children and teens regardless of age, cultural background, or life experience: find something to do in life that you really love, study, learn the art of teamwork, find a mentor, take the long view, be flexible with your dreams and goals, avoid the path of least resistance, and more.

Racers Who Care, Inc. is a West Hollywood, California-based 501c3 charitable corporation, founded in 1993, that works with auto, boat, motorcycle, truck and snowmobile racers dedicated to making a positive difference for our next generation. In Southern California, and throughout the U.S. in communities surrounding their tracks, RWC's racers have unforgettably impacted kids with exciting observations on how to succeed, presented by people who have -- very publicly, and in a field perceived as ruthless, tough and unforgiving.

CONTACT:

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FURTHER INFORMATION:

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